Claims:

Please amend the claims to read as follows. This listing of claims replaces all prior versions and listings of claims in the application.

1. (Currently amended) A method of sending a video segment and an associated advertisement over a computer network, comprising:

(a) acquiring a video segment and a still image in the form of a thumbnail from a sender at a computer system;

(b) acquiring one or more advertisements from one or more advertisers at the computer system;

(c) offering to the sender an opportunity to indicate a selection of an advertisement of the one or more advertisements to be associated with the video segment;

(d) accepting from the sender the indication of a selection of the advertisement to be associated with the video segment; and

(e) ~~directly in response to the indication accepted in step (d), automatically at the computer system: (i)~~ assuring that the video segment is in a streaming video format;

~~(ii)~~ (f) creating an identifier for the video segment, wherein the identifier includes the still image and a link to the video;

~~(iii)~~ (g) associating the video segment and the advertisement; ~~and~~

~~(iv)~~ (h) embedding the video segment, identifier, and associated advertisement into a web page; and

(i) sending the web page with the embedded video segment, ~~the~~ identifier, and ~~the~~ associated advertisement over the computer network to a receiving computer.

2. (Original) The method of claim 1, wherein the step of offering to a sender an opportunity to indicate a selection of an advertisement of the one or more advertisements includes a criterion selectable by the sender.

3. (Original) The method of claim 2, wherein said criterion is one of a subject of the advertisement, a length of the advertisement, and a remuneration paid for selecting the advertisement.

4. (Previously presented) The method of claim 2, wherein said criterion includes affirmatively leaving the selection to the determination of said server computer system.

5. (Original) The method of claim 1 , wherein the step of offering to a sender an opportunity to indicate a selection of an advertisement of the one or more advertisements includes a default selection to be made if the sender fails to indicate a selection.

6. (Original) The method of claim 5, wherein the default selection includes a substantially randomized selection of an advertisement.

7. (Currently amended) A method of sending a video segment and an associated advertisement over a computer network, comprising:

(a) uploading a video segment and a still image in the form of a thumbnail from a sender computer system to a server computer system;

(b) selecting, using the sender computer system, an advertisement stored at the server computer system by an advertiser; and

(c) transmitting from the sender computer to the server computer system an indication of the selected advertisement~~, the indication causing the server computer system automatically to~~:

~~(i)~~ (d) assur[[e]]ing that the video segment is in a streaming video format; and

~~(ii) create an identifier for the video segment, wherein the identifier includes the still image and a link to the video segment;~~

~~(iii) associate the video segment and the advertisement; and~~

~~(iv) send the video segment, the identifier, and the associated advertisement over the computer network to a receiving computer system~~

(e) directing, using the sender computer, the server computer system to embed the video segment into a web page that is to be sent by the server computer system to a receiving computer system when distributing the video segment with the selected advertisement.

8. (Original) The method of claim 7, wherein selecting an advertisement comprises selecting an advertisement using a criterion chosen by an operator of the sender computer system.

9. (Original) The method of claim 8, wherein said criterion is one of a subject of the advertisement, a length of the advertisement, and a remuneration paid for selecting said advertisement.

10. (Original) The method of claim 8, wherein said criterion includes leaving said selection to the determination of said server computer system.

11. (Original) The method of claim 10, wherein said selection includes a substantially randomized selection of an advertisement.

12. (Previously presented) The method of claim 10, wherein said selection is based on a price paid by the advertiser.

13-35. (Canceled)

36. (Currently amended) A method for operating a video-sharing server on a network comprising:

storing a plurality of advertisements from one or more advertisers;

receiving from a client a video, a still image in the form of a thumbnail, ~~an electronic mail address,~~ and a selection of one of the plurality of advertisements;

confirming that the video is in a streaming video format;

storing the video at a network-accessible location;

generating an identification tag including the still image and a link ~~and the still image~~ to the network- accessible location;

generating ~~an electronic communication~~ a web page containing the identification tag and the selected one of the plurality of advertisements~~, the electronic communication addressed to the electronic mail address~~; and

transmitting the ~~electronic communication~~ web page containing the identification tag and the selected one of the plurality of advertisements over the computer network to a receiving computer system.

37. (Previously presented) The method of claim 36 wherein receiving the video includes at least one of receiving an FTP upload, receiving an HTTP post, receiving an electronic mail, and receiving an instant message.

38. (Canceled)

39. (Canceled)

40. (Previously presented) The method of claim 36 wherein the link includes one or more of a path, a URL, an IP address, and a file name.

41. (New) The method of claim 1, wherein acquiring a video segment and a still image in the form of a thumbnail from a sender at a computer system includes receiving the video segment through a Hypertext Transfer Protocol (HTTP) port.

42. (New) The method of claim 1, wherein assuring that the video segment is in a streaming video format includes analyzing a file representing the video segment to determine if the file is compatible with streaming video.

43. (New) The method of claim 1, wherein sending the web page with the embedded video segment, identifier, and associated advertisement over the computer network to a receiving computer occurs in response to a request received from the receiving computer.

44. (New) The method of claim 1, further comprising streaming, in response to activation of the link included in the identifier, the video segment and associated advertisement to the receiving computer system.

45. (New) The method of claim 7, wherein uploading a video segment and a still image in the form of a thumbnail from a sender computer system to a server computer system includes transmitting the video segment and the still image through a Hypertext Transfer Protocol (HTTP) port.

46. (New) The method of claim 7, wherein assuring that the video segment is in a streaming video format includes analyzing a file representing the video segment to determine if the file is compatible with streaming video.

47. (New) The method of claim 36, wherein receiving a video and a still image in the form of a thumbnail from a client includes receiving the video segment and the still image through a Hypertext Transfer Protocol (HTTP) port.

48. (New) The method of claim 36, wherein confirming that the video is in a streaming video format includes analyzing a file representing the video segment to determine if the file is compatible with streaming video.

49. (New) The method of claim 36, wherein transmitting the web page containing the identification tag and selected advertisement over the computer network to a receiving computer system occurs in response to a request received from the receiving computer system.

50. (New) The method of claim 36, further comprising streaming, in response to activation of the link included in the identification tag, the video and selected advertisement to the receiving computer system.